Procedure questions 7-9 Project 2.2.3 ConductingMarketResearch

7. Obviously,any product we introduce must be practical. Aside from this, it is important that it is still fashionable. In my mind, if the product has succeded in both of these fields, then it is/will be successful in general.

8. I think that the two features that will greatly increase the amount people are willing to pay for our solution is how we advertise it and what the solution actually is. If our solution is a new type of shoe then most people will probably be willing to pay more than if the solution was some type of accessory.

9. I think that our product could be marketed and used by men as well as women. However we believe that a new kind of flat bottom shoe would be better accepted by women than by men. Basically, the women are still the target audience.